



## Observed Customer Journeys

*Hoe Artificiële Intelligentie kan helpen om impact te meten en nieuwe campagnes te genereren*

17 Feb 2022 (WATT The Firms)  
Geert VROMMAN



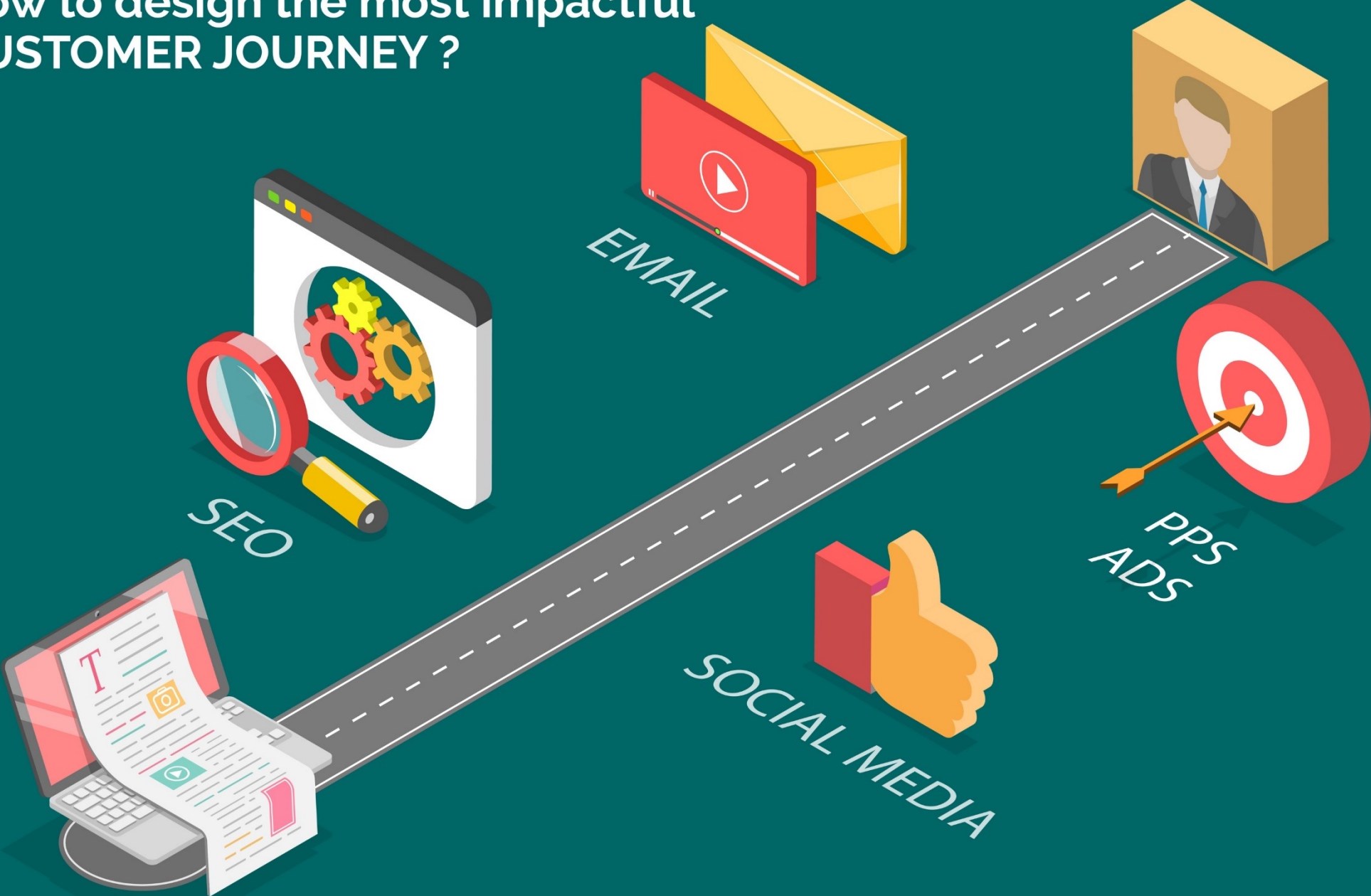
*“Half of the money I spend on **ADVERTISING IS WASTED.**  
The trouble is I don’t **KNOW WHICH HALF.**”*

*—John Wanamaker*

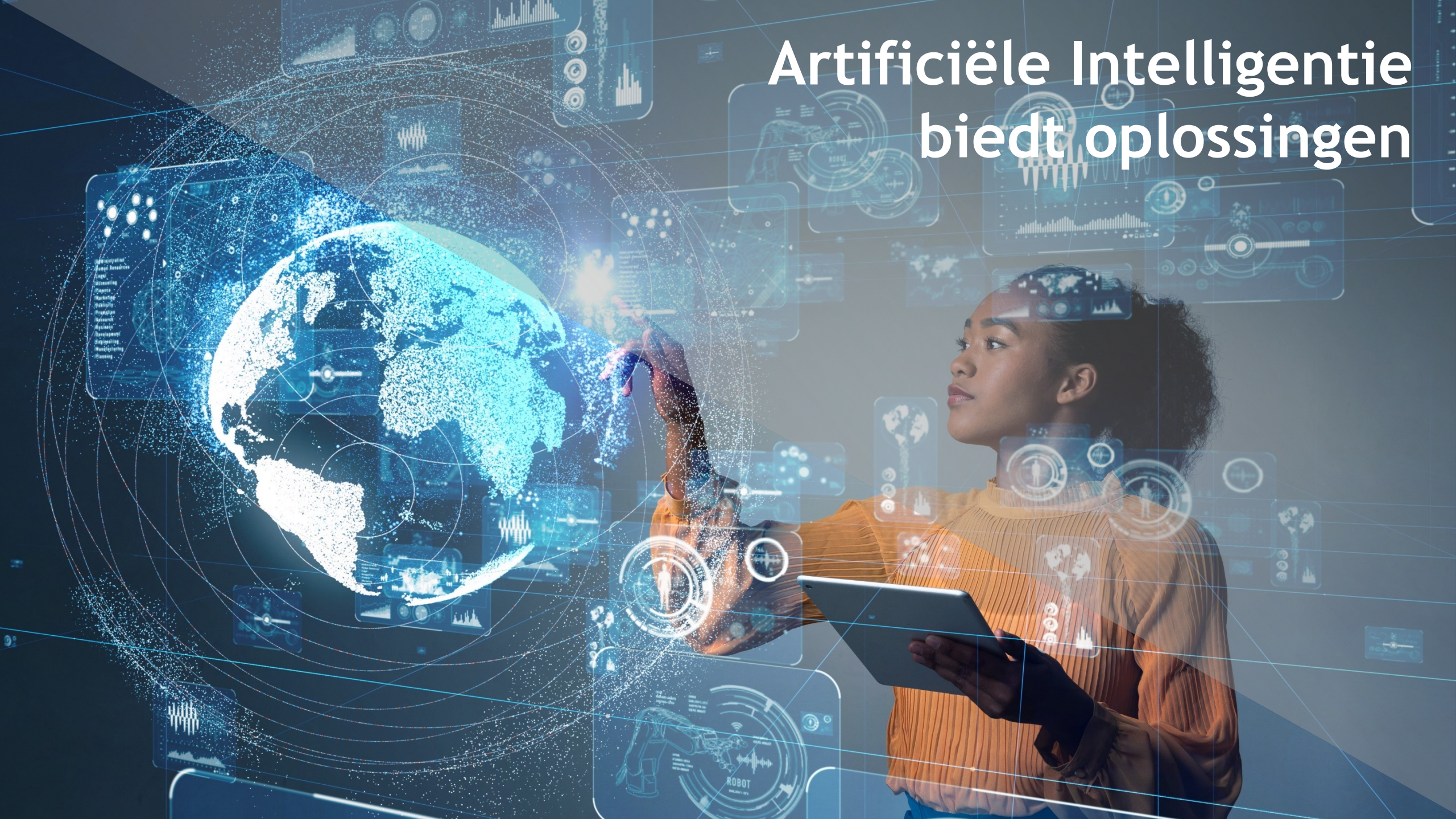




# How to design the most impactful CUSTOMER JOURNEY ?



# Artificiële Intelligentie biedt oplossingen



Breng de data in kaart, en zorg voor de juiste connecties



## Data on ALL customer touchpoints

- Online & offline
- Use cookies & policies (UTM tags)

Consolidate into a single source for further analysis

Data quality is a 24/7 task

- Up to date
- Precise & timestamped
- Descriptive
- Categorised (ie campaigns)





# Canda

shine a light on your data

Via een online platform  
(bv Canda.ai)  
worden alle databronnen  
geconnecteerd.





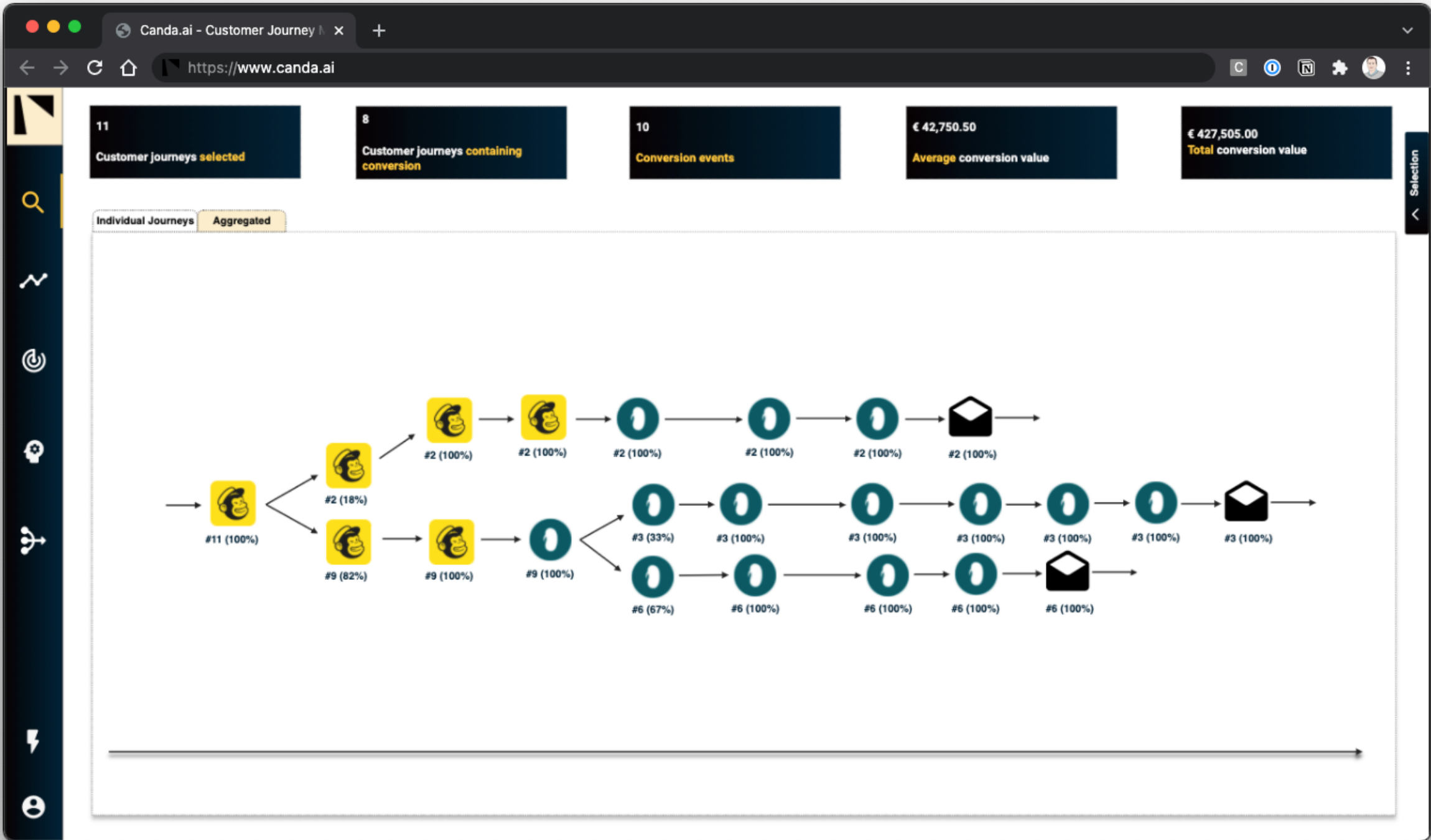


Conversie of succes bepalen is key !

Volume is a challenge







# My Omnichannel Campaign's Impact

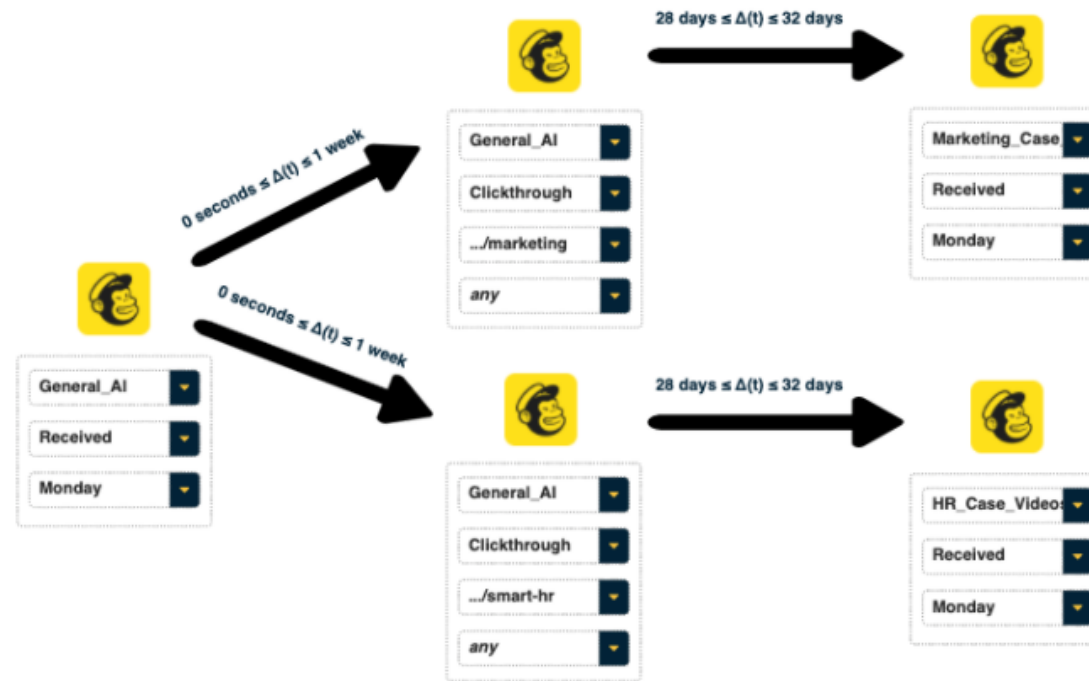


Selection >

## Target Audience

  
Any  
Any  
Segment A  
Passive

## Omnichannel Campaign



Select Start Date: 10/11/2021

Save Campaign Load Campaign GO

# A.I. helpt om de marketing & sales strategie te optimaliseren

## Customer Journey Mapping: Benefits



Efficiency



Impact



KYC



Personalization



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